



SPRING SUITS—

Nifty Tweeds and Worsteds, well assorted shades of brown, sand, and grey, mostly patch pocket, half belted styles, Sizes 34 to 37. Priced at \$13.75
 Extra Fouts if required \$2.95
 Dark Blue and Brown Worsteds, half belted styles, well made and snappy fitters, Sizes 34 to 36, priced at \$15.00
 Extra trousers if required at \$3.50
EASTER NECKWEAR—
 Priced at 45c, 75c, 95c and \$1.50
NEW LOT OF SPRING SHIRTS—
 Just in stock.

Thos. E. Wright
 Men's Better Wear

COAL

MERCURY— Double Screened Lump,
 Delivered off car, per ton \$6.40
MUTUAL LUMP—
 Delivered off car, per ton \$5.50
CHAS. KEELING, Phone 72, Strathmore

KING EDWARD HOTEL

WHERE EVERYONE FEELS AT HOME

Phone No. 1. John Spiros, Manager

DR. D. C. HAWORTH

—DENTIST—

Strathmore Each Friday 11 a.m. to 9 p.m.
 —PHONE 20—Calgary Office— 414 SOUTHWEST BLDG.
 PHONE M4140 Residence S0067Spring
is here!

CERESAN, FORMALDEHYDE IN BULK

CERESAN TREATER FOR HIRE

WILLIAM PENN GREASES AND OILS
IN BULK

GOLD MEDAL CHICK STARTER

GOLD MEDAL DEVELOPING MASH

CHICK FEEDERS

Strathmore Hardware

"The Store of Quality and Service"

M. A. RELLINGER, PHONE 54

Pot Pourri

When people all around are making faces
 And all the world's a-jangle and a-jangle
 I meditate on interstellar spaces
 And smoke a mild sear.
 (America's Foreign Policy).

The antithesis between a technical and a liberal education is fallacious. There can be no adequate technical education which is not liberal, and no liberal education which is not technical; that is, no education which does not impart both technique and intellectual vision. Education should turn out the pupil with something he knows well and something he can do well. The intimate Union of practice and theory side both. The intellect does not work best in a vacuum.
 (Professor A. N. Whitehead).

Tobacco in Canada—

Deaths	Rate per 100,000
Canada	67.63
P. E. Island	61.40
New Scotia	65.50
New Brunswick	90.31
Quebec	25.97
Ontario	28.09
Manitoba	13.27
Saskatchewan	12.97
Alberta	27.97
British Col.	38.2
.....	74.93

LYALTA

Honoring Mr. and Mrs. Roy Novak, a dance and miscellaneous dinner were held in the Lyalta Hall, March 23. Dancing was enjoyed during the night furnished by the Calgary Blue Stars. At midnight the popular young bride and groom were presented with a large number of beautiful gifts by their friends, after which they both warmly expressed their appreciation and thanks. They will make their home in the Lyalta district where the groom is engaged in farming.

Marie Stickney is receiving the congratulations of her friends on winning grand champion prize for her horse at the Calgary horse show.

Mr. and Mrs. Jack Lewis have returned from a holiday at the coast.

The baseball club held its annual meeting recently, electing the following officers: President, J. Montague; Manager, A. Novak; Coach, Wm. Gorman; Asst. Coach, F. McKenzie; Sec.-Treas., Cliff Ison.

The first bridge party sponsored by the baseball club was held in the hall Saturday evening. Winners of first prizes were—Clara Deeg and H. Albertson. Consolation prizes went to Mr. and Mrs. F. McKenzie.

ARDENODE

Serviceberry Creek school has been closed for two weeks, owing to scarlet fever in the district.

Mr. D. S. Brook who has been confined to bed for the last few days is feeling very much improved and hopes to be around again very shortly.

Little Annie Walsky who is suffering from scarlet fever is coming along just as well as possible.

Mr. and Mrs. Wm. Otto of Nightingale, also Mr. and Mrs. Hallet visited with Mr. and Mrs. Godfrey Sunday last.

Mr. Chas. Vanderveide who is suffering with a lame back, is decidedly under the weather but we hope for a speedy recovery for him.

Mr. H. G. Smith spent a couple of days with friends in Calgary last week.

Mr. and Mrs. Oodrey spent Tuesday last in Calgary.

Do you know shunks are helpful to man in their own way. They destroy thousands of alfalfa weevils and other insect pests.

Mr. and Mrs. Howard Andrews are rejoicing over the birth of a son on April 12th. Dr. Giffen in attendance.

"CANADA 1938"

Having travelled from Sydney, Nova Scotia, to Victoria, British Columbia, and back and spoken from a different section of the Dominion each Friday evening, Walter Howes, "Canada 1938" Moving Reporter will broadcast from Ottawa, the Capital of the Dominion, on this Friday, April 15th, over the Canadian coast to coast network.

From all parts of Canada interest is always directed to Ottawa. It is the seat of the Federal Government and is the immediate concern of every city, town and hamlet in the Dominion. Thousands of Canadians who have been unable to visit the Capital will want to hear Mr. Howes' personal description of Ottawa itself, the Houses of Parliament, Government House and the social and economic activities of the city to which they send their representatives to look after the interests of their particular part of the country and to help to formulate the policies of the Dominion as a whole. Mr. Howes will also interview an interesting Ottawa citizen, L. S. B. Shapiro, "Canada 1938" Canadian correspondent in New York will be heard from the NBC station in New York City and will bring to listeners the latest news of plays and films. He will also speak of Canadians in the news on Broadway.

Richard Manning, rising young Canadian actor, who has now been made a permanent member of the cast, Ross Trust, whispering baritone, and Amelia will be the featured soloists.

In keeping with its policy the orchestra, which in original composition by A. Tra will also have as a musical high Canadian.

Used Cars

1937 FORD DELUXE COACH
 1937 FORD STANDARD COACH
 1936 FORD DELUXE SEDAN
 1936 FORD STANDARD COACH

Used Trucks

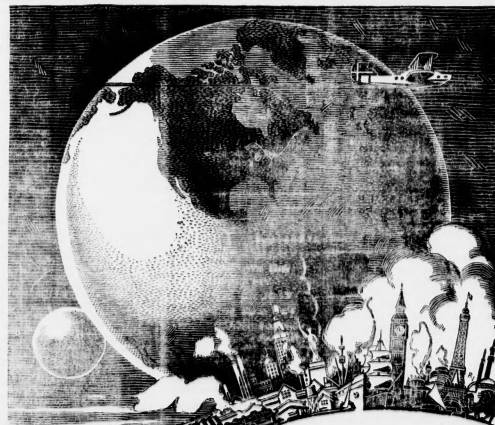
1936 FORD (Short Wheelbase)
 1936 CHEVROLET (Long Wheelbase)
 1928 FORD TRUCK

Used Tractors

W 30 McCORMICK DEERING
 15-30 McCORMICK DEERING, Rebuilt
 20-35 ALLIS CHALMERS
 FORDSON



HUGHES
MOTORS
 STRATHMORE, ALTA.

A COMPANY EVERY CANADIAN
MAY WELL BE PROUD OF

From its beginnings on an Ontario farm ninety years ago, Massey-Harris has grown steadily, until now it is the largest maker of farm implements in the British Empire.

Keeping pace with and helping onward Canadian agriculture, it has also, since the Eighteen Eighties, spread out to most lands beyond the seas. Romance fills the years and experiences of the Company in its ventures abroad. A Canadian company with Canadian headquarters, it is today as solidly entrenched in the business of a score of other countries as it is in its native land.

Transacting business in 52 countries in addition to Canada, in the languages and currencies of these various countries is as fascinating as it is profitable. For while the exigencies of crops and conditions may vary the Company's fortune in these lands, yet it is a fact, that in the years from 1926 to 1935, because of this export business, Massey-Harris spent in Canada \$14,000,000 more than the total revenue from its sales in Canada. Surely a valuable asset to our country and a Canadian achievement of which we may all be justly proud.

MASSEY-HARRIS COMPANY LIMITED
 THE SUN NEVER SETS ON MASSEY-HARRIS ACTIVITIES

TO GO THROUGH



64
GREYHOUND
Super
COACH

EASTER EXCURSIONS
 Between All Points
 FARE AND ONE QUARTER
 FOR THE ROUND TRIP
 TICKET SALE APR. 14 to APR. 16
 RETURN LIMIT APRIL 19th

TEACHERS & STUDENTS
 Ask About Special Time Limits
 Your Local Agent is—
 HUGHES MOTORS

GREYHOUND

Roberts Meat Market

If I had an imbecile son I would make him a minister!

Your father thought differently, replied the cleric, meekly.

Your local branch bank manager will be glad to talk banking with you. He will be glad to answer your questions, from the standpoint of his own experience. The next article in this series will appear in this newspaper. Watch for it.

Beef, Veal, Pork, Mutton
AT MODERATE PRICES

QUALITY

Meat, Fish & Poultry

AT LOW PRICES

Answers must be in before April 15th. Editor and one other will be the sole judges as to the best answer received, which will be published along with the name of the winner.

O. H. CHRISTENSEN PHONE 7

Advertising Rates

Classified Advertising, per issue 35c
Three issues for \$1.00
Reading Notices, Coming Events 50c
Cards of Thanks, In Memoriam Notices, etc per issue 50c
Display Advertising Rates on Application.

FOR SALE OR TRADE FOR YOUNG Stock, Horses, etc. First Class Milk Cows, coming fresh soon. Apply L. (Max) Van Strathmore, Strathmore.

FOR SALE—SEED OATS, Certificate No. 77-7965, Germination, 90 per cent, also 55 tons of Hay. Apply L. Thurston, Nightingale.

FOR SALE—SEED BARLEY, Germination 97, Certificate No. 77-4419, Phone 516, Strathmore, Alta. 516.

FOR SALE—20-RUN SINGLE DISC Van Brunt Drill with fertilizer attachment, has Zerk fittings on disc also one 3-button horse plow. Apply Alex Wartick, Phone 1111.

FOR SALE 12 TONS OF Prairie Hay, 4 1-2 Miles S. W. of Strathmore, Phone W. H. Risdon, 1108.

TO RENT—7 ROOMED COMFORTABLE home on fifth street. Apply Van Tighem Agencies. Apr 21

WANTED TO USE. FOUR head gentle work horses, all summer. Plenty of feed good care. Light work occasionally. Frank Ray, Strathmore.

USED MACHINERY FOR SALE—Two 1836 Hart Parr Tractors; one 24-Run Van Brunt Single Disc Drill in A1 condition, only used few years; one 24-Run Van Brunt Drill; One John Deere 9 foot Cultivator; In A1 shape; one 1020 McCormick Reeling Tractor; one 1828 Cock-shutt Hart Parr Tractor. Rubber tires, in A1 shape; one John Deere 6 3/4 horse rebuilt Tractor. Above machinery priced for quick sale. Ready to put to work. Apply C. De Neve, Lyalta, Phone 910 Strathmore, Alta. Apr 21

FOR SALE—FRESH MILK COWS, Apply H. E. Wegener. Apr 21
Tis with our judgments as with our watches—none goes just alike, yet each believes his own.—Pope.

HIRTLE'S THEATRE

Friday and Saturday

APRIL 15th and 16th
Sonja Henie, in
THIN ICE

EASTER MONDAY, April 18th
Tuesday 19th,
TRUE CONFESSIONS

Friday and Saturday

APRIL 22 and 23
THE BUCCANEER

NEWS AND COMEDY

COAL FROM CONSUMERS' MINE
Delivered per Ton at \$4.95

TRUCKING OF ALL KINDS

Cream Route Tuesday and Friday
Phone 5. NORMAN TAYLOR

ANNOUNCEMENT—

Having resumed business at the Old Stand, I solicit a share of your patronage.
All Kinds of Fresh and Salt Meats, and Fish Always in Stock.

GEORGE SNAITH

PHONE 43 STRATHMORE

FOR SALE—One 8-Foot CULTIVATOR

NOW is the time for that Spring Check-up. Give us a trial. Satisfaction guaranteed.
Oils, Greasing, and Battery Service

W. J. Weyers

John Deere Sales and Service
Phone 12 STRATHMORE

Church Notes

UNITED CHURCH OF CANADA
Rev. W. M. Gilbert, B. A., B. D.
Minister
Strathmore, Alberta
Easter—Sunday, April 17, 1938

11:30 a.m. Combined Service.
Chasidim—
2:45 p.m.—Worship.
Strathmore—

10 a.m.—Open Session of the Church School.

The C. G. I. T. Girls will render special Easter music, readings and recitations by different classes and an address by Mr. Gilbert will also form a part of the service.

7:30 p.m. Worship.
Subject: "The Resurrection."
N. B.—You are invited to the service in St. Michael's Church on Good Friday evening at 8 p.m.
Pianist and Choir Leader—
Miss M. Hirtle, Graduate Mount Allison Conservatory.

ST. MICHAEL'S AND ALL ANGELS' CHURCH
Incumbent—

Rev. Geo. W. Lang, B. A., L.Th.
Easter Sunday, April 17, 1938
"The Lord is Risen Indeed."

8:30 a.m.—Easter Festival Service.
Choral Communion and Sermon.
Subject: "Gardening in a Skull-Place"

11 a.m.—St. Andrew's Church, Gleichen. Easter Festival Service.
Holy Communion and Sermon.

9 p.m.—Nightingale—Easter Festival Service. Holy Communion and Sermon.

5 p.m.—Strathmore—Service of Holy Baptism in St. Michael's church.
7:30 p.m.—Easter Festival.
Evangelism and Sermon.

Subject: Easter's Evangelism.
8-10 p.m. Good Friday. A two hour Service composed of Meditation on "The Seven Last Words on the Cross"

SACRED HEART CHURCH
STRATHMORE
—(19)—

STRATHMORE—
Mass every Sunday 10:30 a.m. excepting first Sunday of the month, when Mass will be at 10 a.m.
ST. PHILIP'S CHURCH
CARLELAND—

First Sunday of the Month. Mass at 11 a.m.
REV. FATHER COBMAN, Pastor

FRATERNAL
CANADIAN LEGION, 888 L
Strathmore Branch No. 10

President—WM. GRAY
Sec./Treas.—W. S. PATTERSON
Hall Manager—P. WRIGHT
Meetings held the second Tuesday of each month. All eligible welcome as members.

Are Life Insurance Funds Invested in Alberta?

Answer.—Yes, to the extent of over Ninety Million Dollars.

Question.—Where are these millions invested?
Answer.—In the cities and towns, villages and country districts of the Province.

Q.—How are these millions invested?

A.—In many worth-while enterprises for the benefit of all the people of Alberta—homes—farms—schools—good roads—local improvements—industries—and transportation systems.

Q.—Then Life Insurance dollars really do "double duty"?

A.—Yes, these dollars not only give financial protection to the women, children and the aged—but they also benefit the general public through the promotion of worthy undertakings.

Q.—Why is it necessary for insurance funds to earn interest?

A.—To secure the reasonable interest return necessary under policy guarantees to meet all obligations at maturity.

Q.—What is the record of Life Insurance in Canada?

A.—Through depressions, epidemics, and wars, Life Insurance has continued to fill every guarantee to policyholders, 100 cents on the dollar.

This is the fifth of a series of messages sponsored by Life Insurance Companies operating in Canada. The sixth to appear in two weeks' time, will discuss how women and children benefit from Life Insurance.

Life Insurance

Guardian of Canadian Homes



LA-48

RISDON'S MACHINE SHOP

Machine Work And Welding

PHONE

27

WINDSOR'S
601 - 11th Avenue West, Calgary
WE WILL PAY
the following prices Cash, Calgary.
Good until the next issue of this paper

EGGS—
Grade "A" Large 15c per dozen
Grade "A" Medium 13c per dozen
Grade "B" 12c per dozen
Grade "C" 10c per dozen
Also buyers of dressed poultry.

PETE DE KOET
Carpenter
STRATHMORE

WESTERN DEPT. STORE

Phone 28 Strathmore, Alta. Phone 28
S. LIBIN, Manager

FLOUR—

Sunburst—
In Cotton Sacks—
98 lbs \$3.50
49 lbs \$1.90
24 lbs \$1.00
Try a bag, you will like it.

SUGAR—

10 lbs 68c
100 lbs \$6.50

BROWN SUGAR—

3 lbs 25c
6 lbs 45c

ICING SUGAR—

3 lbs 25c

EGGS—

Buy them Graded,
No stains,
No Bloodspots,
A large, doz. .. 20c
B grade, doz. .. 18c
C grade, doz. .. 15c

OXYDOL—

One large Pkg.
One Small Pkg.
All for 26c

SOAP—LUX—

4 Pkgs. 25c

SOAP—Laundry—

White Naptha,
10 bars 40c

JAM (PURE)—

Strawberry—
Pure, 4 lb tin 59c
Plum, 4 lb tin 40c

PEAS—

3 tins 34c
6 tins 65c

CORN—

3 tins 34c
6 tins 65c

BEANS—

Green or Yellow,
2 tins 25c
6 tins 65c

SODAS—

Wooden Box .. 35c
Family Size—
Pkg. 22c

COFFEE—

Fresh Ground, 20c
1 lb 30c
Our Best—
1 lb tin 32c
Beaver Brand,
1 lb tin 32c

GINGER SNAPS—

2 lbs 25c

PINE APPLE—

Sliced or Crushed,
2 tins 25c

DRIED FRUIT—

PEACHES—
2 lbs 25c

APRICOTS—
2 lbs 29c

PRUNES—

2 lbs 25c

SOUP—

Aylmer, Tomato or
Veg. 3 tins 25c

ROLLED OATS—

6 lb bag 32c

COCOA—

Fry's, lb. tin 40c
Half lb. tin 23c

CHOCOLATE—

Cooking,
Half lb. pkg. 19c

Jelly POWDER—

6 pks 25c

SARDINES—

5 tins 25c

WHEAT PUFFS—

5 lb pkgs. 50c

WE CARRY A FULL LINE OF GOLD MEDAL CHICK FEED.

PLUMS—

2 for 25c

CORN STARCH—

2 boxes 25c

HEAD LETTUCE—